LEO BURNETT COMPANY, *Inc.*

Ad No. 117—Req. No. 18629—1 sq. col.—B&W—4 1/16 x 5½ in.—Realités, March, 1962 (A)

Unmistakably French

Gauloises cigarettes possess a rich, emphatic taste and aroma—distinguishable from all others as tabacs de France. It is the best selling cigarette in France and is now available in America, at American prices. The price has changed, the tobacco has not. It is the same Gauloises recipe, blended in France.

Gauloises

Ask for "Goal-waz"

Source: https://www.industrydocuments.ucsf.edu/docs/jgxx0001